

SPORTS & ENTERTAINMENT MARKETING

Course Frameworks

Course Code: 04240



North Dakota Marketing Education
State Board for Career and Technical Education

Course Title	<i>Sports & Entertainment Marketing</i>
MIS03 Course #	<i>04240</i>
License Code	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
Description	This <i>Sports & Entertainment Marketing</i> course develops student skill in determining the economic impact of sports/events, price setting, research, marketing, positioning, product/service management, and promotion and sales strategies. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.
Performance Indicators	65
Credit	½ or 1 credit
Grade Level	10-12

Week 1	
	<p>Explain the purposes and goals of Sports & Entertainment Marketing course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Explain the role of agents in sports (PM:143) (SP) (pp. 5-3 — 5-4)</p>
Week 2	
	<p>Describe legal issues affecting the marketing of sport/event products (BL:058, BA LAP 10) (SP) (pp. 5-5 — 5-6)</p> <p>Describe the impact of unions on the sport/event industries (EC:053) (SP) (pp. 5-7 — 5-8)</p>
Week 3	
	<p>Describe the role of governing bodies in the sport industry (PD:279) (SP) (pp. 5-9 — 5-10)</p> <p>Explain international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences) (EC:059) (SP) (pp. 5-11 — 5-12)</p>
Week 4	
	<p>Collect marketing information from others (e.g., customers, staff, vendors) (IM:187) (SP) (pp. 5-13 — 5-14)</p> <p>Use database for information analysis (NF:185) (SP) (pp. 5-17 — 5-18)</p>
Week 5	
	<p>Explain the use of descriptive statistics for marketing decision making (IM:191) (SP) (pp. 5-19 — 5-20)</p> <p>Identify sport/event trends (NF:065) (SP) (pp. 5-21 — 5-22)</p>
Week 6	
	<p>Write marketing reports (IM:192) (SP) (p. 5-23)</p> <p>Present report findings and recommendations (IM:193) (SP) (p. 5-26)</p>

Week 7	
	Set sponsorship objectives (PR:155) (MN) (pp. 5-30 — 5-31) Prospect for corporate sponsors (SE:324) (SP) (pp. 5-34 — 5-35)
Week 8	
	Develop proof-of-performance packages for sponsors (SE:325) (SP) (p. 5-36) Sell venue (SE:319) (SP) (pp. 5-37 — 5-38)
Week 9	
	Sell sport/event sponsorships (SE:321, SE LAP 127) (SP) (pp. 5-40 — 5-41) Write/Prepare sponsorship proposal (PR:211) (MN) (pp. 5-42 — 5-43)
Week 10	
	Negotiate sport/event sponsorship contract (SE:322) (SP) (pp. 5-47 — 5-48) Prepare sponsorship agreement (PR:212) (MN) (pp. 5-49 — 5-50)
Week 11	
	Solicit grant/foundation money (SE:348) (SP) (p. 5-51) Follow up with potential corporate sponsors (SE:323) (SP) (pp. 5-52 — 5-53) Service sponsors (SE:326) (SP) (p. 5-54)
Week 12	
	Service sponsors (SE:326) (SP) [cont'd] (p. 5-54) Select strategies for maintaining/building fan support (PR:136, PR LAP 19) (SP) (pp. 5-55 — 5-56) Coordinate community outreach projects (PR:195) (SP) (pp. 5-57 — 5-58)
Week 13	
	Identify ambush strategies to use at other events (e.g., flyers, bill posting, etc.) (PR:198) (SP) (pp. 5-59 — 5-60) Develop viral sport/event marketing strategies (PR:199) (SP) (pp. 5-61 — 5-62)
Week 14	
	Explain considerations in using special events as a sales-promotion strategy (PR:213) (SP) (p. 5-63) Plan special events for sports/events (PR:214) (SP) (pp. 5-64 — 5-65)

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Week 15	
	Obtain endorsements for sports/events (PM:151) (MN) (pp. 5-66 — 5-67) Develop a licensing program (PM:153, PM LAP 14) (MN) (pp. 5-68 — 5-69)
Week 16	
	Explain the use of advertising agencies (PR:081) (SP) (pp. 5-70 — 5-71) Assess need to use promoters (PR:210) (MN) (pp. 5-72 — 5-73)
Week 17	
	Prepare promotional budget (PR:098) (MN) (pp. 5-74 — 5-75) Coordinate activities in the promotional mix (PR:076) (SP) (pp. 5-76 — 5-77)
Week 18	
	Develop promotional calendar (PR:209) (SP) (p. 5-78) Semester Exam
Week 19	
	Explain ticketing and seating arrangements (SE:314) (SP) (pp. 5-79 — 5-80) Explain distribution systems for the sport/event industries (OP:343) (SP) (pp. 5-81 — 5-82)
Week 20	
	Establish price objectives for sport/event products (PI:049) (MN) (pp. 5-83 — 5-84) Calculate break-even point (PI:006, PI LAP 4) (MN) (pp. 5-85 — 5-86)
Week 21	
	Select pricing strategies (PI:046) (MN) (pp. 5-90 — 5-91) Set ticket/event prices (PI:033) (MN) (pp. 5-92 — 5-93)
Week 22	
	Develop ticket-sales program (PM:166) (MN) (p. 5-94) Bundle/Package extra amenities with tickets (PM:148) (MN) (pp. 5-95 — 5-96)

Week 23	
	Develop pre-season booking strategy (PM:149) (MN) (p. 5-97) Cultivate group sales (SE:320) (SP) (p. 5-98)
Week 24	
	Determine merchandising opportunities for a sport/event (PM:086) (SP) (pp. 5-99 — 5-100) Determine goods and services required for an event (PM:147) (SP) (pp. 5-103 — 5-104)
Week 25	
	Establish barter agreements (vendors, media, etc.) (SE:327) (MN) (p. 5-105) Explain the need for sport/event insurance (FI:596) (SP) (pp. 5-106 — 5-107)
Week 26	
	Conduct a risk assessment of an event (FI:597) (SP) (pp. 5-108 — 5-109) Conduct site inspections (OP:345) (SP) (pp. 5-110 — 5-111)
Week 27	
	Develop contingency plans for events (personnel, weather, power outage, damage control) (OP:093) (SP) (pp. 5-112 — 5-113) Select hospitality options (PM:150) (MN) (p. 5-114)
Week 28	
	Assess marketing-information needs (IM:182) (MN) (pp. 5-115 — 5-116) Establish and maintain sport/event marketing information system (IM:252) (MN) (pp. 5-117 — 5-118)
Week 29	
	Measure economic impact of sport/event (NF:187) (MN) (pp. 5-119 — 5-120) Assess “product” readiness for sport/event (PM:146) (MN) (pp. 5-121 — 5-122)
Week 30	
	Identify sport/event target-market segments (MP:036) (MN) (pp. 5-123 — 5-124) Select target market (MP:005) (MN) (pp. 5-125 — 5-126)

Week 31	
	<p>Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN) (pp. 5-127 — 5-128)</p> <p>Conduct SWOT analysis for use in the marketing-planning process (MP:010, IM LAP 8) (MN) (pp. 5-129 — 5-130)</p>
Week 32	
	<p>Conduct SWOT analysis for use in the marketing-planning process (MP:010, IM LAP 8) (MN) [cont'd] (pp. 5-129 — 5-130)</p> <p>Conduct competitive analysis (MP:012) (MN) (pp. 5-135 — 5-136)</p>
Week 33	
	<p>Forecast sales for marketing plan (MP:014) (MN) (pp. 5-137 — 5-138)</p> <p>Develop marketing plan (MP:018) (MN) (pp. 5-147 — 5-149)</p>
Week 34	
	Develop marketing plan (MP:018) (MN) [cont'd] (pp. 5-147 — 5-149)
Week 35	
	<p>Develop marketing plan (MP:018) (MN) [cont'd] (pp. 5-147 — 5-149)</p> <p>Monitor and evaluate performance of marketing plan (MP:022) (MN) (pp. 5-154 — 5-155)</p>
Week 36	
	Final Exam